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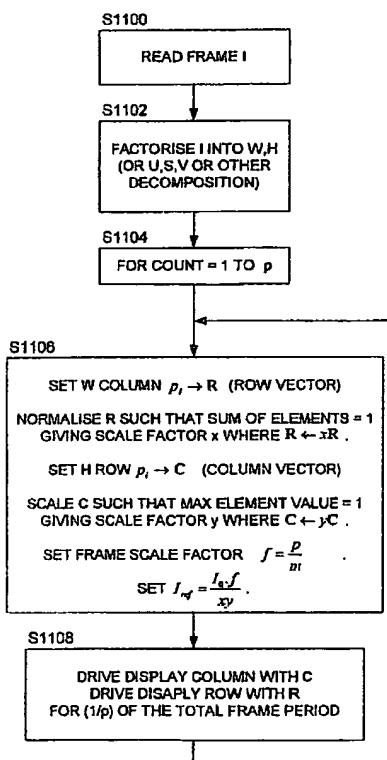
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[Continued on next page]

(54) Title: MULTI-LINE ADDRESSING METHODS AND APPARATUS



(57) Abstract: This invention relates to methods and apparatus for driving electro-optic, in particular organic light emitting diodes (OLED) displays using multi-line addressing (MLA) techniques. Embodiments of the invention are particularly suitable for use with so-called passive matrix OLED displays. A method of driving an electro-optic display, the display having a plurality of pixels each addressable by a row electrode and a column electrode, the method comprising: receiving image data for display, said image data defining an image matrix; factorising said image matrix into a product of at least first and second factor matrices, said first factor matrix defining row drive signals for said display, said second factor matrix defining column drive signals for said display; and driving said display row and column electrodes using said row and column drive signals respectively defined by said first and second factor matrices.

WO 2006/035248 A1



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